

Davies Consulting

Sales Effectiveness

Using interaction analytics to increase revenue and retention

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Davies Consulting's insight and analytics services help you learn from previous interactions to identify the sales techniques and tactics that work best – so you can streamline offers and train your team to increase cross-selling and upselling and maximise retention. On average, our input leads to a 10% rise in conversion rates.

Putting analytics to work

Every sales team has its star performers. But not every team knows why. Interaction analytics can help you find out, exploring the techniques and language that the most successful agents are using – then build those into training for the whole team.

Using interaction analytics software, our specialists will analyse call transcripts, webchat, emails and social media to find the significant patterns in successful sales. We'll then provide you with a wealth of evidence into topics that directly affect revenues, such as:

- Which agents most effectively capitalise on sales opportunities – and which ones consistently miss their cue
- Where the most potential lies for cross-selling and upselling – based on customer profile and history or the products and services they're choosing
- The attractiveness of different offers and promotions – even conducting A/B testing on specific retention packages.

We'll then combine the sales data with other relevant information, from across the business, to provide you with actionable insights at different levels, so you can:

- Improve team training by including the evidence of what works
- Provide 1-2-1 coaching, based on solid data, to help individual agents improve their performance and conversion rate
- Refine contact handling strategies to make sure enquiries are routed to the most appropriate or knowledgeable advisor
- Optimise your offers and promotions to maximise cross-selling and upselling and minimise churn.



Our analytics services typically lead to a 10% increase in sales conversion.

Our Approach

We work with all the leading vendors, but are wholly independent. You can use us to supplement your in-house team – focusing on specific projects – or build a solution and train your analysts in our best practice methodology. Alternatively, you can choose our managed service that simply delivers you the report and recommendations for change.

Increasing sales through service by £500k in 12 weeks

Like many service teams, our client's frontline agents were reluctant to become a sales force – but the client recognised that was leading to a succession of missed opportunities. We provided the evidence to underpin a culture change.

Our initial analysis highlighted that, from the high number of sales opportunities generated, only 43% were being converted. We used real-life examples, drawn from the calls, to enhance training content – focusing on overcoming potential objections. We then worked closely with team members, coaching them to recognise opportunities and take them.

Within 12 weeks from starting the first analysis, revenues from sales through service increased by £500k. That performance has continued to improve.



£500k
Revenue increase in 12 weeks

Showing the importance of retention effort at a healthcare provider

Our analytics opened the eyes of the frontline team at a leading healthcare provider to the major impact their efforts could have on customer retention. We also identified the most successful offers to help keep customers.

We developed a retention effort metric that proved to the team that where they put more work into retaining a customer – listening to their concerns and selecting the most appropriate retention offers from those available – they had a good success rate. We then worked with the insurer to improve training and increase the team's understanding of the different components of the retention toolkit, including what offers were most appropriate for what types of concerns.

The outcomes were immediate. Retention dramatically increased, well above expectations. Employee engagement also rose, as teams appreciated the targeted coaching we provided.



Immediate increase in customer retention



With covid-19 placing more and more focus on online and telephone sales, the need to upskill your advisors has never been more urgent

Get in touch

To discuss how our analytics services could give your teams the edge, get in touch with us today.

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